

Welcome

Before we get started

1. Today's webinar is scheduled to last 1 hour including Q&A and a short break
2. Closed Captions are available on the desktop and mobile Zoom app (click the CC button)
3. This webinar is being recorded and will be available on the website alongside additional resources within 7 days
4. Say hello in the chat (select "Everyone" from the dropdown) and ask questions using the Q+A button. You can also use the reaction buttons! 🤖 🍰 😊

digitalculturenetwork.org.uk

The screenshot shows the top of the website. On the left, there are logos for 'Digital Culture Network' and 'Arts Council England'. To the right, there is a navigation menu with links: 'Ask a Tech Champion', 'Events', 'External Support', 'News', 'About', and 'Knowledge Hub'. A search icon is also present. Below the navigation is a purple banner with the text 'We've created resources and advice for you to use during the COVID-19 lockdown.' and a 'Read More' button.

Digital skills for the arts

Welcome to your Digital Culture Network

We are here to develop your organisation's digital skills. Working across the arts and culture sector, the Network is led by nine specialist Tech Champions. We want you to be a part of it.

[Browse our Knowledge Hub](#)



Knowledge Hub



Beginner Read
Video and Digital Content

Podcasting and how to get started

This resource provides information and advice on making podcasts. As well as considerations for generating content, it contains guidance on hardware, software, and distribution methods.

 Marc Burns · 2 months ago



Beginner Read
Social Media

Engaging Audiences with Social Media

Whilst your audiences, participants or stakeholders may not be able to engage with you physically at the moment, you can still reach people through social media.

 Haydn Corrodus · 2 months ago



Beginner Read
Social Media

Introduction to Social Media

Social media is a unique and powerful way to help your organisation thrive and engage with your audience. Read on to find out more.

 Haydn Corrodus · 4 months ago



Finding the best supplier for your website project

Andy Leitch, Wednesday, November 9th 2022



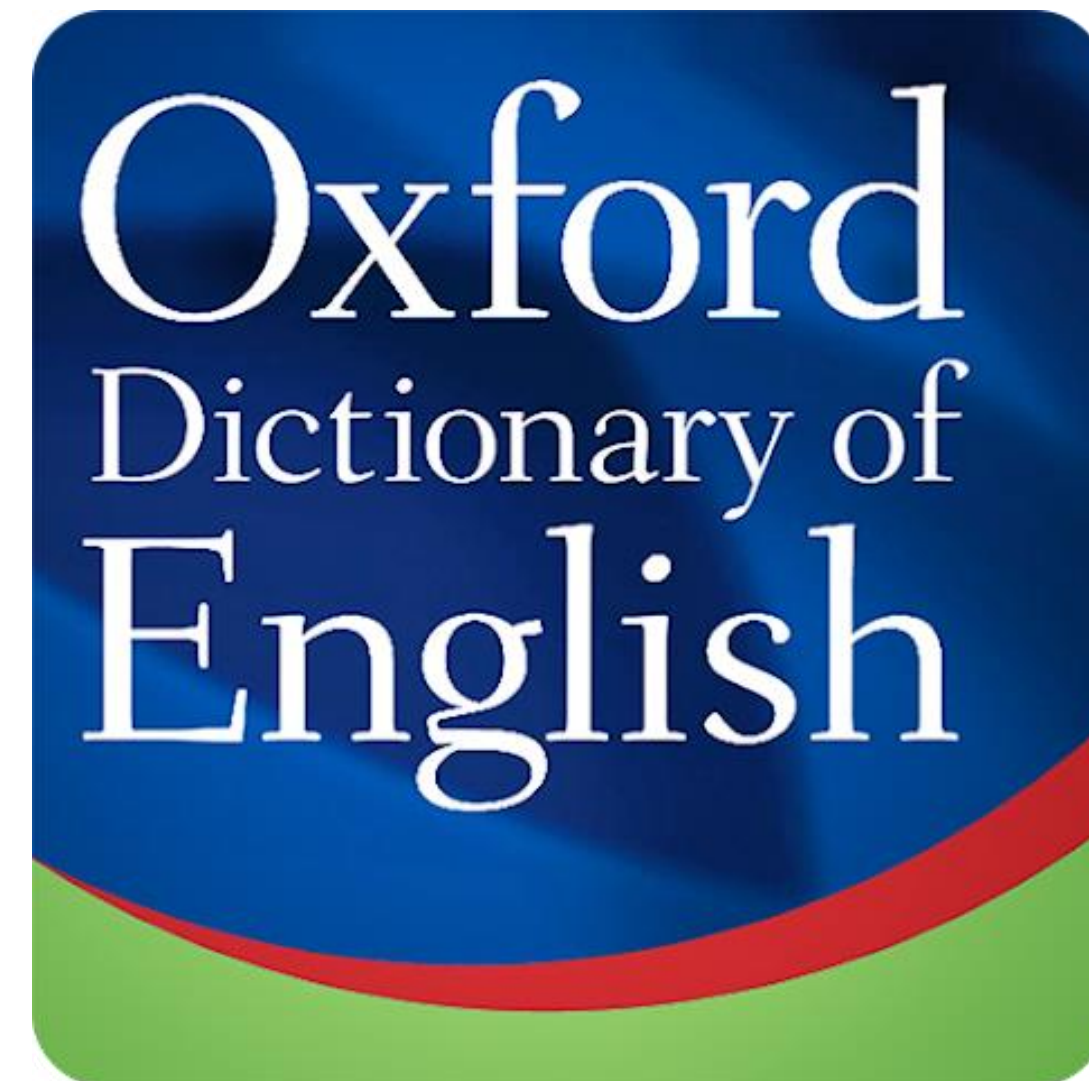
- 1 **How to plan your website project**
- 2 **Finding suitable suppliers**
- 3 **How to evaluate potential suppliers**
- 4 **Methods of engagement**
- Conclusion / Q&A



Supplier

Noun

a person or organisation that provides something needed such as a product or service*



* Excludes other meanings, such as software or hardware (e.g. Mailchimp / Shopify / hosting platforms)

Freelancer

Graphic designer

UX designer

Web developer

Digital agency

Full service agency

Communications agency

Creative agency

Our web guy

Web designer

Marketing agency

Contractor

UX agency

Webmaster

Web specialist

Website company

Web development company

Consultancy

Someone's nephew

Step 1

How to plan your website project



In summary

1. Defining objectives
2. Budgets and timescales
3. Achieving a consensus
4. Preparing a brief

1. Objectives and purpose

- Sell more tickets?
- Raise your organisation's profile?
- Raise funds?
- To reflect rebranding?



1. Objectives and purpose

- Sell more tickets?
- Raise your organisation's profile?
- Raise funds?
- To reflect rebranding?

2. Stakeholder agreement

- CEO and The Board
- Trustees and patrons
- Your staff
- Your customers/audience

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3. Budget and timescales

- How much can we afford?
- When do we need the site live?
- What about support post launch?
- Do we have internal resources?

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4. Prepare a project brief

- Objectives
- Project specifics e.g. integrations
- Design preferences
- Budget and timescales
- Include any research/data

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Q1: Estimate your website budget

Less than
£5K

A

£5K-£20K

B

£20-50K

C

More than
£50K

D

Step 2

Finding suitable suppliers

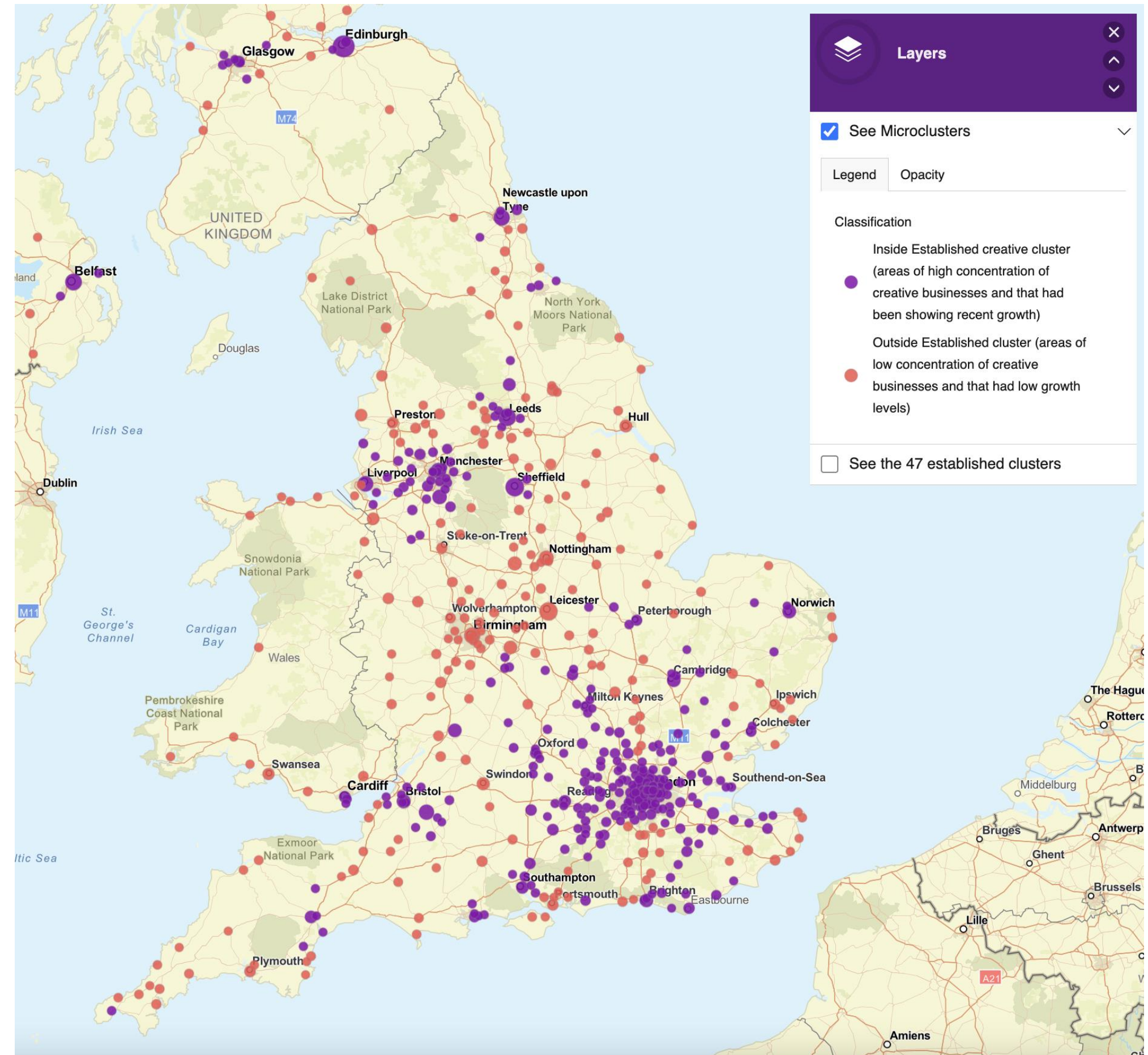
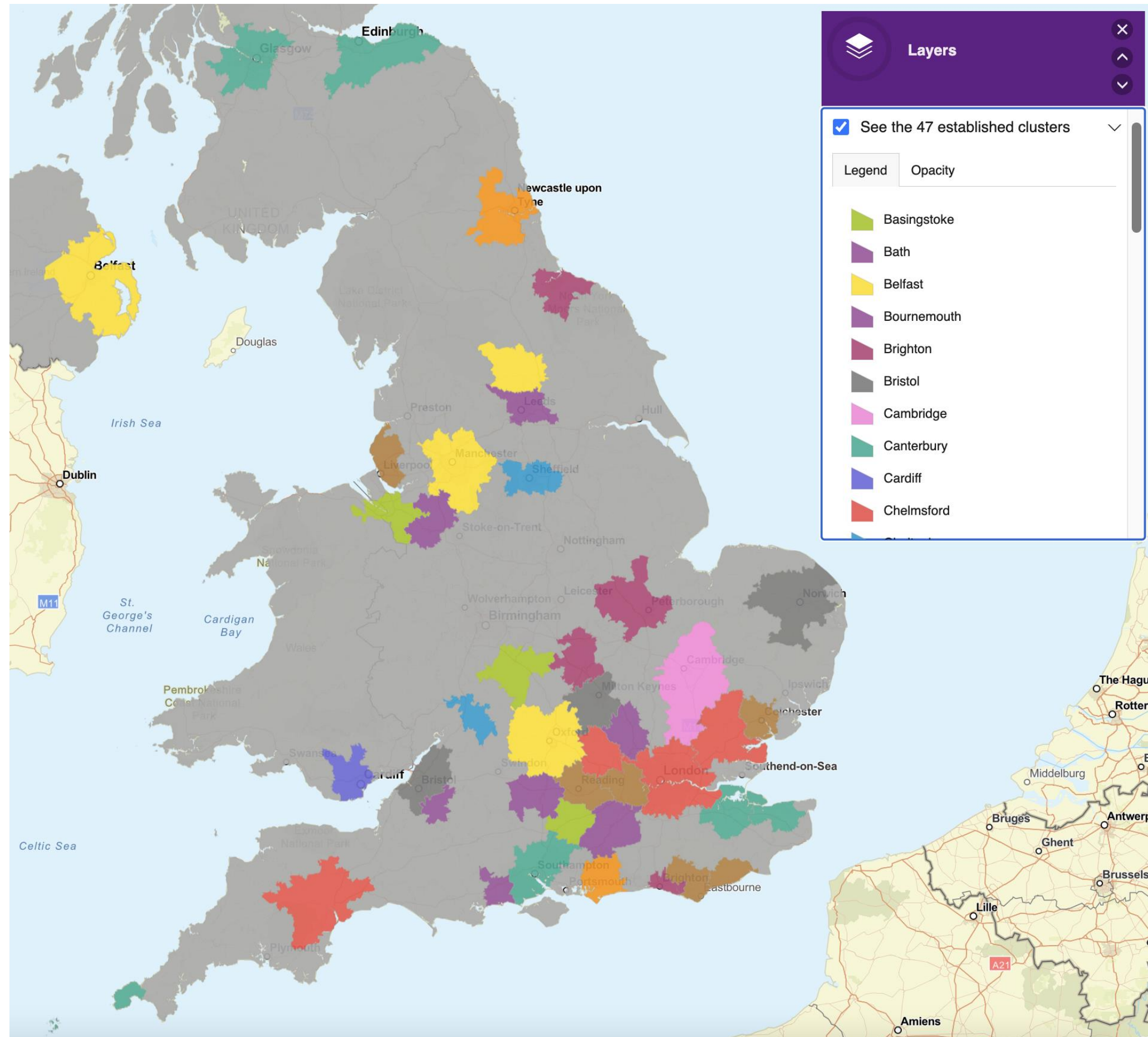


Finding suitable suppliers

There are 1,900+
web design
companies in the UK

Source: Ibisworld (March 2022)

Where is your ideal website supplier located?



Finding potential suppliers

1. Recommendations and outreach
 2. Research
 3. Digital Culture Network
- Hang on! What about my existing supplier!?

Recommendations

"Who designed your website?"

- Ask contacts in the culture sector
- Networking/events
- Ask colleagues and friends

Finding suitable suppliers

Use social media



facebook



Finding suitable suppliers

Try using LinkedIn

**Liz McGrath** · 2nd

Digital Learning Designer/Developer and Edi...

4d ·

[+ Follow](#)

****Update: That got more responses than I expected! Thanks to everyone who has commented or sent a direct message - I'll be in touch.****

I'm looking for a freelance web designer to build a simple Wordpress website. If anyone in my network has availability over the next few months, or can recommend anyone who might, I'd love to hear from you.

Thanks!

#webdesign #wordpress



68

100 comments

Finding suitable suppliers

Try using LinkedIn



- - Home
 - Explore
 - Notifications
 - Messages
 - Bookmarks
 - Lists
 - Profile
 - More
- Tweet**

← **Thread**

Heather @seeheatherwrite

Can anyone recommend a good web designer?

1:55 PM · Nov 9, 2021 · Twitter for Android

2 Retweets 59 Likes

Heather @seeheatherwrite · Nov 9, 2021

Replying to @seeheatherwrite

Hey, guys! I am not ghosting you but this response has been huge! Give me a minute to go through these amazing DMs!! :)

15 13

Heather @seeheatherwrite · Nov 10, 2021

Thanks to everyone who responded! I've narrowed it down to a few candidates and if you're one of them I'll be in touch. 😊

2

Twinkle Koshti @technourceleads · Nov 10, 2021

Replying to @seeheatherwrite

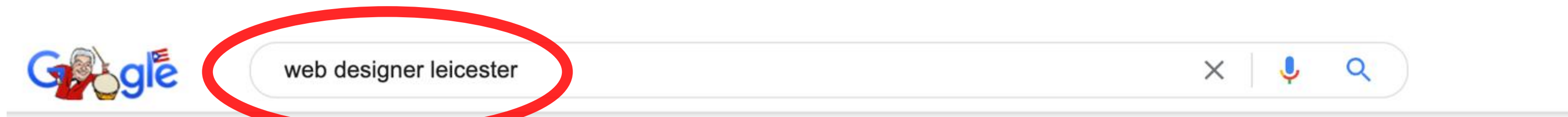
Hi Heather, @Technource can help you with web designing. Let's connect

Research

Start with Google!

- Search by your location
- Search by your sector
- Search using specific terms

Finding suitable suppliers



<https://rrwebdesign.co.uk> ⋮

Web Design Leicester | #1 Wordpress Designer In Leicester

RR Webdesign is a Leicestershire based **web design** company who specialise in building WordPress websites for small and local Leicestershire Businesses.



<https://www.cagedfish.co.uk> ⋮

Web design Leicester Web design Market Harborough ...

Web design Leicester and Web design Market Harborough Leicestershire, Whether you are a start-up company or a large business.



<https://www.leicesterwebsitedesign.com> ⋮

Leicester Website Design - Digital Design by Nine Dot ...

Leicester Website Design & Development Agency. Helping local businesses reach their full potential. Talk to us about your next project on 01565 632 112.



<https://poddigital.co.uk> > web-design-leicester ⋮

Ecommerce Web Design Leicester - POD Digital

As a leading **web design** agency in **Leicester**, we have a great reputation for building successful websites for a diverse range of businesses. Our creative and ...



Finding suitable suppliers



web designer culture and arts



<https://www.splitpixel.co.uk> › Sectors

[Web Design for the Arts, Culture, & Leisure - Splitpixel](#)

We work alongside organisations and businesses in the **arts, culture,** and leisure sector by, above all, understanding their needs and providing digital ...

<https://blog.splitpixel.co.uk> › why-we-love-web-design-...

[Why we love web design for arts and culture organisations](#)

21 Mar 2022 — There's a reason why the websites we **design** for **arts** and **cultural** heritage organisations are some of the most visually striking, well-integrated ...

<https://chaptr.studio>

[Website design for arts and culture organisations • Chaptr Studio](#)

We are Chaptr. We **design** impactful websites and deliver strategic digital marketing solutions for creative **arts** and **culture** brands.

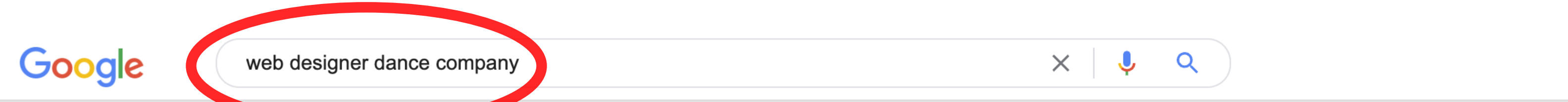
<https://www.ctidigital.com> › industries › arts-and-culture

[Arts & Culture Websites | Award-winning Digital Agency](#)

Our in-house team of creative and UX **designers** know how to create an aesthetic experience for even the most ... **Arts** and **Culture Web** Development Agency ...

Marketing: Our SEO and marketing team hav... Creativity: We offer creative solutions, built ...

Finding suitable suppliers



<http://www.dancestudioswebdesign.com> ⋮
Website Design and Marketing for Dance studios and schools
We are a boutique **web design** and development agency that specializes in websites for **dance studios** or any other amazing **studio**).

<https://kmwebsolutions.co.uk> > Ecommerce ⋮
14 Best Dance Company Website Designs
9 Sept 2021 — 1. Shobana Jeyasingh · 2. Rambert · 3. JLS **Dance** · 4. Trinity Laban · 5. The Place · 6. Pineapple **Dance Studios** · 7. City **Academy** · 8. The **Dance Club**.
[What makes a great Dance...](#) · 8. The **Dance Club** · 9. Murrieta Dance Project

<https://vectorweb.co.uk> ⋮
Vector Web Design: Websites for Dance Schools
We **design** and build professional websites for **dance schools** that are easy to use, have the latest features, are optimised for SEO and look great on all ...

<https://www.pinterest.com> > mybeststudio > dance-studi... ⋮
110 Best Dance Studio Web Design ideas - Pinterest
Nov 24, 2021 - Explore My Best Studio's board "**Dance Studio Web Design**", followed by 4535 people on Pinterest. See more ideas about **dance studio**, studio, ...

<https://www.mybeststudio.com> > dance-website-design ⋮
Dance Studio Website Design and Web Development
My Best Studio provide inspiring **website design**, custom web development and internet

Finding suitable suppliers

Look for supplier credits at the bottom of related websites



Tripadvisor People's History Museum 1,057 reviews



© 2022 People's History Museum Data Protection and Privacy Policy

Website by **Powered By Reason**

Homepage
Gift Vouchers
Consultancy
Payment




Copyright Dine 2022 | Terms | Privacy
UK Head Office, The Mansion, Mansion Lane, LS8 2HH
T: 0345 450 4545
E: events@dine.co.uk
Part of the Dine Group
making every event special since 1998




Website by **Agile Digital & SEO Forensics**

PRIVACY POLICY TERMS & CONDITIONS TICKETING TERMS & CONDITIONS
Sheffield Theatres © 2022 Registered Number: 932254 Registered Charity: 25731 Website by **Supercool**



Supported using public funding by
ARTS COUNCIL ENGLAND



Finding suitable suppliers

Online directories

The screenshot shows the Clutch website interface. At the top, there is a navigation bar with the Clutch logo, a search bar, and links for 'LEAVE A REVIEW' and 'SIGN IN'. Below the navigation bar, there are dropdown menus for 'More in Full Service Digital', 'Other Categories', and 'Resources'. The main heading is '2022 Reviews Top Digital Agencies in the United Kingdom', with '2022 Reviews' highlighted in an orange box. Below the heading, there is a breadcrumb trail: 'Home > Full Service Digital > United Kingdom' and a 'LAST UPDATED OCT 13, 2022' badge. The main content area shows '24 Firms' and two tabs: 'Reviews' (selected) and 'Leaders Matrix'. A 'Sort by' dropdown is set to 'Sponsored'. Below this, there are filter buttons for 'United Kingdom', 'Services', 'Client Budget', 'Hourly Rate', 'Industry', 'Reviews', 'All Filters', and 'Clear All'. At the bottom, there are active filter tags: 'Country: United Kingdom', 'Client Budget: Under \$10,000', 'Industry: Arts, entertainment & music', 'Services: Web Development', and '+ 1'.



wordpress site web design

Fiverr Business



Orders



- Graphics & Design
- Digital Marketing
- Writing & Translation
- Video & Animation
- Music & Audio
- Programming & Tech
- Business
- Lifestyle
- Trending

Results for "wordpress site web design"

Category
 Service Options
 Seller Details
 Budget
 Delivery Time
 Pro services
 Local sellers
 Online sellers

146 services available

Sort by **Relevance**

Ad by **marketing_dweeb**
Level 1 Seller

I will do responsive professional
wordpress website design or blog...

★ 5.0 (28)

STARTING AT
£91²⁴

Ad by **hamid619**
Level 2 Seller Clients

I will develop modern wordpress
website design responsive web blo...

★ 5.0 (231)

STARTING AT
£86⁶⁷

Ad by **bestdevsweb**
Top Rated Seller

I will create responsive professional
wordpress website design or blog...

★ 4.9 (229) **FIVERR'S CHOICE**

STARTING AT
£86⁶⁷

Ad by **fashizia**
Level 2 Seller Clients

I will develop responsive wordpress
website design or blog site

★ 4.9 (78)

STARTING AT
£91²⁴

Finding suitable suppliers

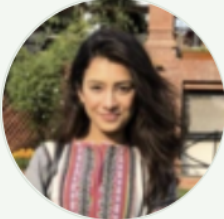
Online freelance directories

Build your business with top Web Designers

Post a job for free and connect with independent talent today.

Get Started



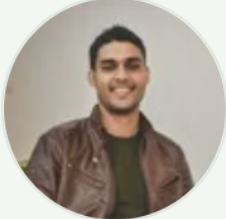
 \$35/hr

Shanze G.
Senior UI/UX Designer

★ 4.9/5 (20 jobs)

Web Design
User Interface Design
Mobile App Design

See More


 \$15/hr

MD Mikail A.
Web designer

★ 4.9/5 (12 jobs)

Web Design Landing Page
WordPress e-Commerce
WordPress Development

See More


 \$12/hr

Shayan F.
Senior UI/UX Designer

★ 5.0/5 (14 jobs)

Web Design
User Experience Design
Responsive Design

See More

 \$25/hr

Khushal B.
Front End Developer | UX/UI |
Figma | React | Shopify |

★ 5.0/5 (41 jobs)

Web Design Mobile App Design
Adobe XD Adobe Photoshop
Figma Adobe Illustrator HTML

See More






Service Provider Hub

Spotlights

on Service Providers



[Search for service providers](#)

Search for Service Providers, and get a detailed overview of their expertise, any resources they offer, and any reviews submitted, all in one place.

Search by name, service or location.

Resources

from Service Providers




[See all resources](#)

Resources shared by Service Provider members to support the sector.

Case studies, white papers, toolkits and more...

Reviews

of Service Providers



[See all reviews](#)

Tell us your experience of working with service providers.

Help recognise great work, and the great to work with.

[Leave a review](#)

Finding suitable suppliers

Ask us!



**Digital Culture
Network**

- DCN are compiling a list of suppliers
- But you need to do your own vetting!

Q2: How would you find a supplier?

Recommendations

Ask contacts and peers

A

Outreach activity

Social media

B

Research

Google search / Directories

C

**Digital Culture
Network**

D

Step 3

Vetting potential suppliers



Things to look for...

1. Relevant sector experience
2. Commercial alignment
3. Other related services
4. 'Cultural' fit
5. Environmental commitment
6. Award winning
7. Trust your instinct

Vetting potential suppliers

**Do they have
relevant experience
in your sector?**

Vetting potential suppliers

Look at messaging on their website

We partner with cultural organisations around the world to create meaningful digital experiences

We ❤️ crafting websites, digital strategies, and brands for arts and cultural organisations.

We work with world-leading cultural, entertainment and experience-led brands.

Digital media concept, design and development for the cultural, charitable and public sectors

Who we work with.

[View Work](#)

LA Phil

Lincoln Center



NEW
YORK
CITY
BALLET



GLYNDEBOURNE



ROYAL
OPERA
HOUSE



Accentuate UK

Aces Weekly

Arts Council England

Arts Etobicoke

Art Gallery of Burlington

Ashmolean Museum

AVERT

The Barbican Center

BBC

Birmingham Hippodrome

 The Bodleian Libraries

Helston Museum

Huguenot Museum

The Institute of Psychoanalysis

International Bomber Command
Centre

International Committee on Missing
Persons

International Institute for the
Conservation of Historic & Artistic
Works

Irish Museum of Modern Art

Jersey Heritage

The Jewish Military Museum

The Poetry Society

Potteries of Trenton Society

Porthcurno Telegraph Museum

Portsmouth Naval Dockyard

Propeller Dance

Royal Air Force Museum

Royal College of Music

Royal Pavilion & Museums

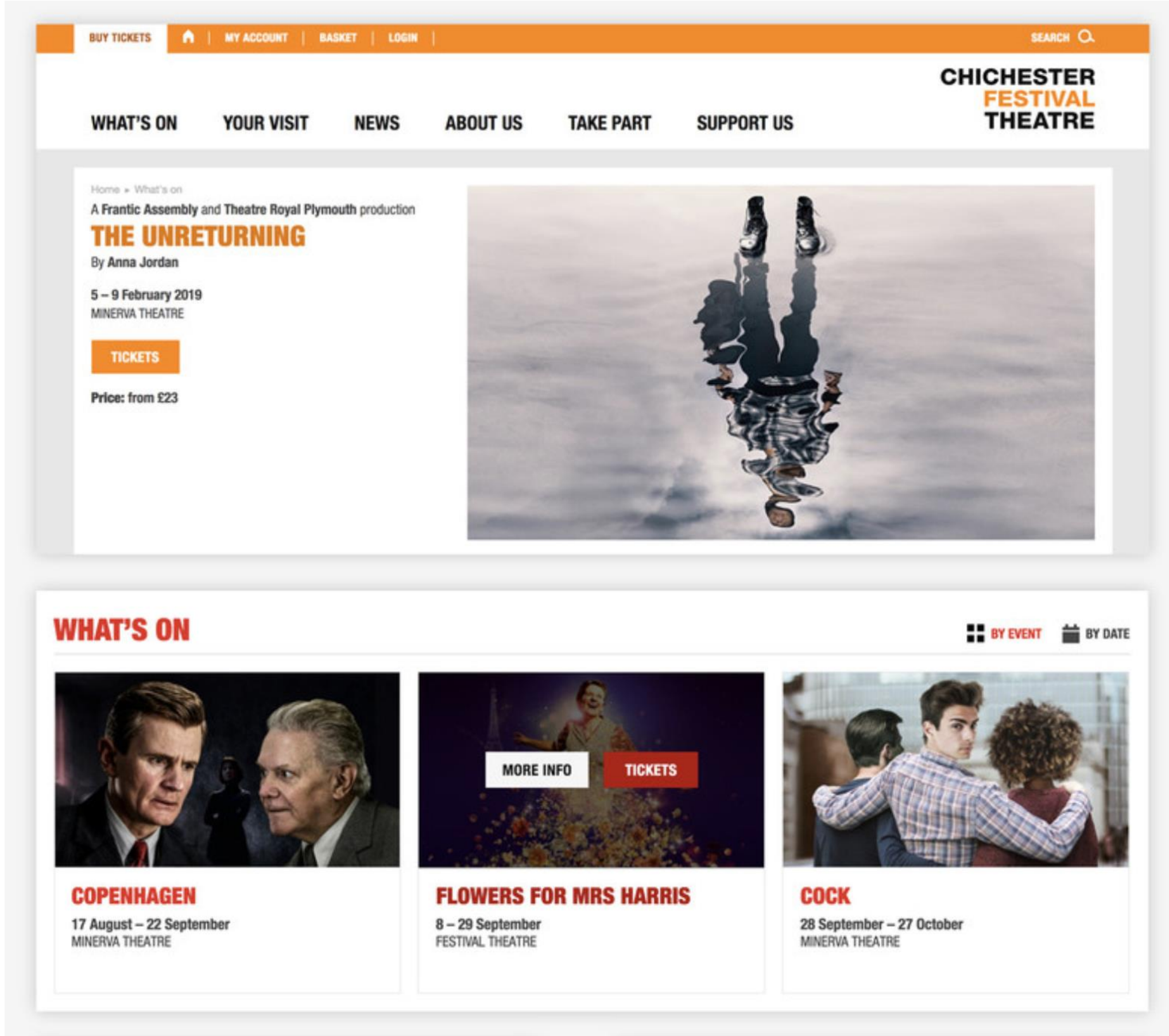
Sense about Science

Shape Arts

Six Point Foundation

Vetting potential suppliers

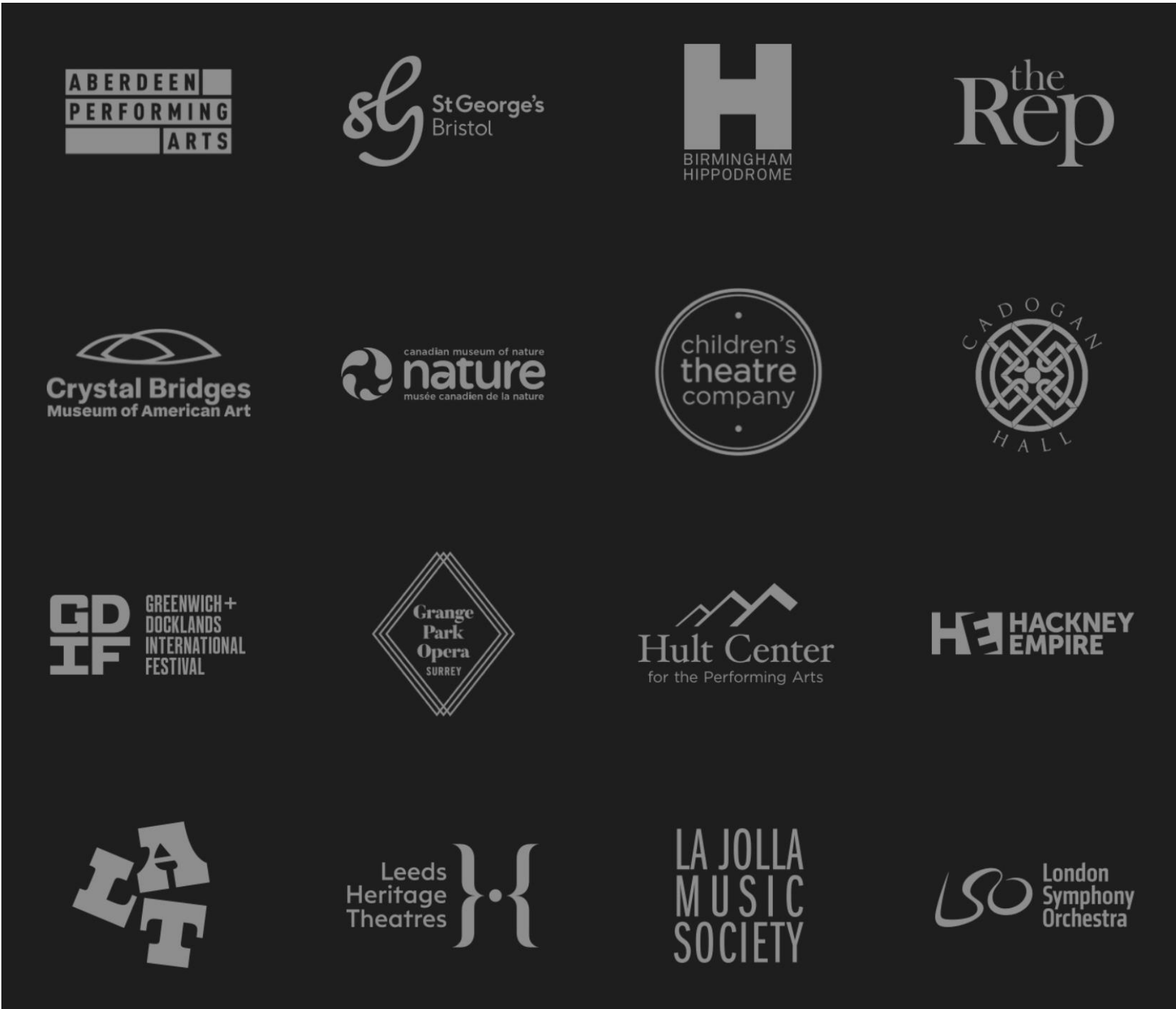
Look at case studies on their website



"Thank you @DanielEvansCFT and all at @ChichesterFT ... wonderfully smooth online booking process. You really do look after your Friends."

Chichester Festival Theatre Friend - via Twitter

Q3: Which has Arts experience?



A



B

Vetting potential suppliers

Matching your budget to a supplier



Hiring a Freelancer / contractor

Pros: Low cost

Cons: Single point of contact

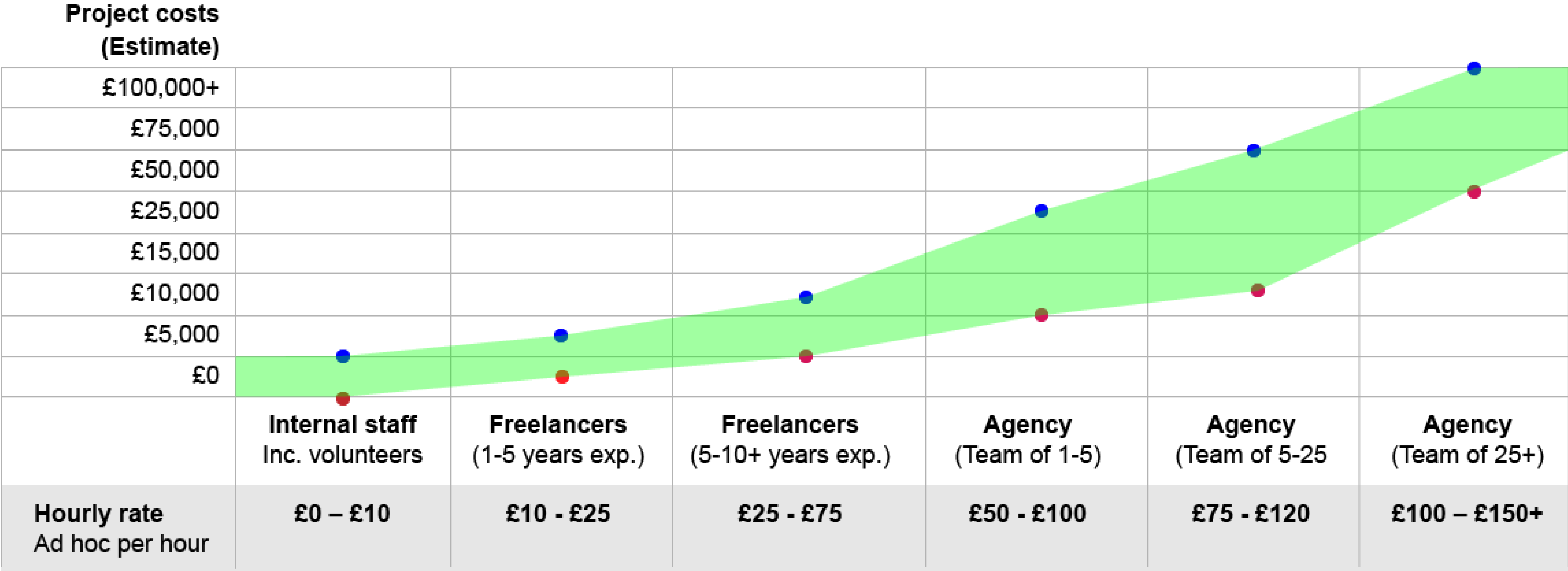
Hiring an agency

Pros: Multi-skilled team / management and support

Cons: Higher costs

Vetting potential suppliers

Is your budget of interest to the supplier?



● Typical upper budget range ● Typical lower budget range

Are other services important required?



Vetting potential suppliers

Is there a good cultural fit?

Belgrade Theatre Since 2019



21 February '20

The lovely people from Belgrade Theatre have travelled from Coventry to see us (and get training on their wonderful new website).

Everyday Cog



13 December '19

Nicola, Ray and Emma from the Belgrade came in to see how the website designs are taking shape

Everyday Cog



21 November '19

On Love Theatre Day Jen, Anna and Claire are meeting the team at the Belgrade Theatre.

Everyday Cog



17 October '19

We're in Coventry, running a web workshop with the lovely team at Belgrade Theatre.

Everyday Cog



10 October '19

We're in Coventry for a kick-off meeting with new clients - Belgrade Theatre.

Everyday Cog

Bournemouth Symphony Orchestra Since 2019



Breathe Arts Health Research Since 2021



British Council Since 2002



BPI Since 2016



Vetting potential suppliers

Is there a good cultural fit?



Vetting potential suppliers

Do the supplier share your environment commitments?

It's our responsibility to be as environmentally responsible and sustainable as possible - in terms of both what we build for our clients, and how we run the business. We're a Climate Positive Workforce, plant and preserve/protect trees for every website we launch - and are always looking for ways to be greener.

Resources to help you to think about, and take practical action on, sustainability:


25 JULY 2022

Your Website vs. The Planet



30 MARCH 2022

Sustainability Update + 2022 Action Plan



15 MARCH 2022

The mysteries of 'green hosting'



Vetting potential suppliers

Have they won awards that relate to your project?

Proud award winners

We thrive on creating intelligent, integrated campaigns and seamless customer journeys. We're passionate about doing the best work we can and pushing new technology.

[See all of our awards](#)



Top Independent Agencies 2022



Our employer awards

Don't just take our word for it, ask many of our colleagues who have helped us achieve fantastic awards for being a great employer.



Great Place To Work Certified UK Nov 2021 - Nov 2022

The Great Place To Work certification is based on direct feedback from employees, provided as part of an extensive and anonymous survey about the workplace experience across five dimensions: credibility, respect, fairness, pride, camaraderie. It is the largest survey conducted in the world in the field of corporate culture.



Flexa Verified

Flexa verifies truly flexible workplaces so that individuals looking for a genuinely flexible place to work can learn more about the companies offering that and the roles available. The Flexa accreditation is only awarded following an anonymous internal employee survey. In 2022 we placed 31st on Flexa's 'Flexa100' list which includes the top 100 flexible companies to work for, hitting a flexible employer score of 92 out of 100!



UK's Best Workplaces for Wellbeing

Impression ranked #4 out of 93 medium organisations. This is awarded to companies whose employees experience high levels of wellbeing in the workplace.



UK's Best Workplaces for Women

Impression ranked #17 out of 96 medium organisations. This certification recognises organisations that are leading the way in creating equal opportunities for women in the workplace.

Q5: Which portfolio resonates?

Our Work

Arts & Cultural. Charity. Ecommerce. Fashion. Heritage. Membership. Theatres & Cinema. Venue Hire.

Our work
Arts & Cultural

Our work
Charity

Our work
Ecommerce

Our work
Fashion

A

Featured work.

Filter by service. Filter by sector.

Filter by sector.
Finance.
Professional.
Technology.

Atlantic Technologies / Digital. / Strategy.
A WordPress website design and build for a technology business

BSO / Digital.
A website design that's built for connectivity for a leading global Telco.

B

Step 4

Methods of engagement



Meet your shortlist

- Reach out and gauge their interest (budget)
- Arrange 'meet and greet' in person or online
- Discuss the project in summary
- Find out about them and their work
- Ask about post launch support

Inviting suppliers

- ITT (Invitation to tender)
- Pitch presentation
- Request a proposal and costs
- Larger projects – expect a ‘Discovery’ process

Post launch

Managing the supplier relationship

- Looking after the website going forward
- Ensure you have budgeted for this
- Formalise an agreement with the supplier
- Work in partnership, keep them involved

Things to look out for...

- Caution: “We have our own software’
- Costs that are ‘too good to be true’
- Suppliers who you have to chase up

Decision time!

- Have they met the criteria you identified?
- Can they meet your budget/timescales?
- Have they got a track record in your sector?
- Do they offer all the services you need long term?
- Instinct – are they the right cultural fit?
- Still not sure? Ask us at DCN!

In conclusion...



Main takeaways...

1. Plan your project and publish your budget
2. Spend time researching potential suppliers
3. Spend time vetting and shortlisting suppliers
4. Discuss post-launch support/partnership

One final thought...

Like any product or service you buy...

**You generally get
what you pay for!**

Q&A



**Digital Culture
Network**



Get in touch

Send us an email

digitalnetwork@arts council.org.uk

Join the mailing list

www.digitalculturenetwork.org.uk

Join the conversation on Twitter

[@ace_dcn](https://twitter.com/ace_dcn)

[#DigitalCultureNetwork](https://twitter.com/#DigitalCultureNetwork)

Follow us on LinkedIn

www.linkedin.com/showcase/digital-culture-network/

